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Figueira Decl. Tab

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To: "Philip Inghebrecht" <inghebrecht@google.com>  
From: "Alex Ellerson" <ellerson@google.com>  
Cc:  
Bcc:  
Received Date: 2007-05-31 15:49:25 GMT  
Subject: Re: [Youtube-fulltime] Weekly Product Update - Week Ending 5/23/2007

I did. I understand the logic, but appreciate the issues. What's your take?

On 5/30/07, Philip Inghebrecht <inghebrecht@google.com> wrote:

>  
> Did you see this?  
>  
> initialized spec for V.1 rollout of video fingerprinting (see  
[https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4\\_10fhq3rc&hl=en\\_US](https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4_10fhq3rc&hl=en_US)  
>).

> We will \*not\* generate ref fingerprint upon claiming by partner of UGC  
> video thru desc search. The reason we will no longer allow this feature is  
> because we are going to open up CYC to non-partners who we do not think we  
> can trust to review the content carefully enough. CYC should have the same  
> level of functionality for partners and non-partners.

>  
> [p]  
>  
> ----- Forwarded message -----  
> From: Heejung Lee <heejunglee@youtube.com>  
> Date: May 30, 2007 10:47 AM  
> Subject: [Youtube-fulltime] Weekly Product Update - Week Ending 5/23/2007  
> To: [REDACTED]

>  
> [bcc: [REDACTED]]  
>  
> Hi Everyone,  
>  
> Below is this week's "Uber" product overview, sent today instead of  
> Tuesday since this Monday was a holiday. Going forward this overview will  
> be sent on the 2nd day of the working week (generally Tuesdays but sometimes  
> Wednesdays in a week like this week).  
>

> As always, feel free to contact me or the product managers w/ any  
questions or feedback.  
>

> Thanks!  
> heejung  
>

> -----3D-----

> \*YouTube Weekly Product Updates\*

> \*Week Ending May 25 2007\*

>

> \*CYC & Copyright\*

> \*David King - dgking@youtube.com \*

>



- >
- > \*Items for Escalation\*
- >
- > -
- >
- > Need to agree on international requirements for CYC. Do we need to  
> associate territory with all rights, or can we operate with existing  
> geo-blocking? Do we run geo-filtering based on IP address of user, or  
> domain? Do we require a deal with a music collection society before we=music  
> content in that country? etc...
- >
- > \*Notable Accomplishments/Decisions Made\*
- >
- > -
- >
- > Finalized spec for V.1 rollout of video fingerprinting (see  
[https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4\\_10fhq3rc&hl=en\\_US](https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4_10fhq3rc&hl=en_US)  
> ). Earlier developments of the platform had their own specs, with  
> this version focused on the business logic behind creating claims base= on a  
> fingerprint match, the "sandbox" test environment, user flows, handlin= of  
> partner provided reference material, etc. This was a full team effort.
- >
- > -
- >
- > First iteration of spec for managing multiple claims against a  
> single video (Yi-Ling). As we add video fingerprinting on top of our  
> existing audio fingerprinting platform, we have an immediate need to m=nage  
> audio and video claims independently. Going forward, we will further e=tend  
> this capability to handle any number of claims, allowing us to clear c=omplex  
> videos with copyrighted content from many sources.
- >
- > -
- >
- > Worked with finance (Tracy Chan) and legal (Conway Chen) to develop  
> content partnership financial model. The model will translate our many  
> contracts into math that can then be implemented in our royalty system=.
- >
- > -
- >
- > Continued reach out to Fingerprint trial partners such as CBS and  
> Time Warner. Reception to the trial has been excellent, with partners  
> generally supportive of how we have designed the trial to demonstrate =he  
> user experience rather than simply focusing on the backend process. Pa=tners  
> will be free to test as much, or as little, as they like.
- >
- >
- >
- > For more information - \*[https://writely.corp.google.com/View?docid=cdk=rwrd\\_44gbsw4x](https://writely.corp.google.com/View?docid=cdk=rwrd_44gbsw4x)
- > \*
- >
- >
- >
- > \*Core Product\*
- >
- > \*Maryrose Dunton - maryrose@youtube.com \*
- >
- >
- > \*Items for Escalation:\*
- >
- > -
- >
- > Need high-level direction for role of editorial @ YouTube - open  
> legal and strategy questions [owner: Maryrose/Mia]

20 -0003

- > > \*Notable Accomplishments/Decisions Made:
  - > > -
  - > > Launch of Adobe Remixer was postponed while we evaluated EyeSpot.
    - > Decision made to move forward with Remixer. Launch scheduled for Wed 5=30.
  - > > -
  - > > Changes to Release Process:
    - > > -
    - > > Rolled out new release lifecycle & minimilestones. Effective for V20 cycle: [http://wiki.corp.google.com/twiki/bin/view/Main/YT\\_LifeCycle](http://wiki.corp.google.com/twiki/bin/view/Main/YT_LifeCycle)
    - > > -
    - > > V21 will be eng fix-it for core product
    - > > -
    - > > Offer out to Sports Editor (Andrew Bangs)
    - > > -
    - > > Chris Zacharias (Web Developer) has accepted offer. Start date 6/25.
    - > > -
    - > > For more information - \*[[https://writely.corp.google.com/View?docid=cc2=w89p\\_2d574z3](https://writely.corp.google.com/View?docid=cc2=w89p_2d574z3)]\*
    - > > -
    - > > \*International\*
    - > > \*Sakina Arsiwala – [sakina@google.com](mailto:sakina@google.com) \*
    - > > -
    - > > \*[Count Down to Launch: 25 days]\*
    - > > -
    - > > \*Items for Escalation (None)\*
    - > > -
    - > > \*Last Week's Escalation Resolutions:
      - > > -
      - > Dedicated YouTube PM for Brazil : Luis!
      - > > -
      - > Brazil launch scoped out, interactions with PR, Legal and in-country marketing teams.
      - > > -
      - > > \*In Discussion this week:
        - > > -
        - > Legal and PR: Feedback from Kent Walker around legal and content owner temperature checking for launch. Discussions around scaling corp-comm and GR support with Brian and corp-comm teams

- > -
- > -
- > Product: IP based targeting for sales and rights collecting agencies
- > -
- > -
- > Partner and Sales support post-launch, co-marketing and adv support
- > and training.
- > \*Open Questions:
  - > -
  - > -
  - > -
  - > -
  - > Should we label launch as Beta? Needs to be finalized by June 1st, 2007
  - > -
  - > -
  - > Revist:
    - > -
    - > -
    - > Auto redirection of user from in-country to ".com" or "xx.com"
    - > -
    - > -
    - > Multiple urls per video
    - > -
  - > -
  - > For more information - \*[https://writely.corp.google.com/View?docid=chk=dhrf\\_13frmp77](https://writely.corp.google.com/View?docid=chk=dhrf_13frmp77)
  - > \*
  - > -
  - > -
  - > -
  - > \*Mobile, Syndication, Distribution\*
  - > -
  - > \*Hunter Walk – [hunter@google.com](mailto:hunter@google.com) \*
  - > -
  - > -
  - > \*Items for Escalation\*
  - > -
  - > -
  - > [none]
  - > -
  - > -
  - > \*Notable Accomplishments/Decisions Made\*
  - > -
  - > -
  - > New YouTube embedable player in testing. Traffic up close to 50% in test sites. Here is a sample -  
<http://www.musicca.com/video.asp?video=1422> .
  - > -
  - > -
  - > High level agreement on first implementation of YT for E\*.
  - > -
  - > -
  - > YouTube iGoogle gadget pushing this week (finally - we're likely to be made a default gadget in two weeks)

20 -0005

- > -
- > -
- > Nihil to file incremental machine request in order to deliver  
reliable QoS for off-web formats
- > -
- > -
- > \*Top Prospects Update (items that are new or have changed since last  
week)\*
- > -
- > Mobile:
  - > -
  - > -
  - > -
  - > Bell Mobility: contract under YouTube review
  - > -
  - > -
  - > Sprint: latest draft of contract with Sprint, expect to have call  
this week to discuss
  - > -
  - > -
  - > Alltel: offering to make available resources to develop a YT  
application but want to charge \$2.99/month for each user that download= YT  
application; YT expressed concern, probably not interested
  - > -
  - > -
  - > Motorola: Contract finalized and approved in deal folder, awaiting  
final signatures.
  - > -
  - > -
  - > Helio: Contract finalized - awaiting final approvals in deal folder.
  - > -
  - > -
  - > LG: Received redline from partner - contract amendment finalized,  
working with Doug Yeum (Korea SPD) to create executive summary.
  - > -
  - > Web:
    - > -
    - > -
    - > -
    - > Brightcove: Prelim discussion about integrating content API into  
their editing application and Upload to YT into their publishing flow
  - > TV/Living Room:
    - > -
    - > -
    - > EA - Spore delayed to Feb 08. Creating marketing package for EA.  
Kenji on point to deliver
    - > -
    - > -
    - > EchoStar - Agreed to do a Push VOD and IPTV implementation. Contract  
negotiation to start.
    - > -
    - > -
    - > Open TV: Helping us develop E\* UI. First meeting on Thu May 31st
    - > -
    - > -
    - > Panasonic: Potential CES announcement

> For more information - \*[https://writely.corp.google.com/View?docid=agj3=zmt4m\\_83gbv678](https://writely.corp.google.com/View?docid=agj3=zmt4m_83gbv678)

> \*

>

>

> \*Monetization\*

> \*

> Shashi Seth – shashis@youtube.com \*

>

>

> \*Items for Escalation\*

>

> \*

> GAM needs to offer more reliability and additional features before we can go live with Search PVA on July 1st. These issues have been brought up with the GAM team and a prioritized list of requests have been given to them and discussed in person.

> \*

> DoubleClick contract negotiations still underway. If contract is not negotiated by July 1st, we will not be able to launch Search PVA.

>

>

> \*Notable Accomplishments/Decisions Made\*

> Shashi Seth

> User Partner Program

>

> 1.

>

> Added 5 more users to program last week

> 2.

>

> Continued success with little need to double check on content

> 3.

>

> No complaints from users in the program

> 4.

>

> Obtained legal approval to build an OSO/SQUAD team to manually review content for partner programs (these individuals cannot review D=CA takedowns) - team will be built out in 1-2 weeks and have representatives from San Bruno and Hyderabad

>

>

> Reporting

>

> 1.

>

> Started process to build out Eng and PM team, and infrastructure to support reporting

> 2.

>

> Partner reporting still on target for V20

> 3.

- > Crunching numbers for various analysis for internal use
- >
- >
- > Shiva Rajaraman
- >
- > In-Stream Advertising
- >
- > 1.
- >
- > Findings and direction presented at Sales Conference
- > -
- >
- > Customized advertisements for YT performed much better than re-purposed tv ads
- > -
- >
- > Graphical title card dramatically affects CTP rates
- > -
- >
- > Not surprisingly, targeting across relevant content shows much higher CTP rates (as high as 10% for Kidrobot against animation)
- > -
- >
- > UGC-style ads performed well
- > -
- >
- > Need to explore text ads some more (0.7% is avg. YT trial text ads are hitting 0.3-0.5% CT)
- > -
- >
- > Overlay ads did not significantly increase abandonment rate before 30 seconds
- > -
- >
- > Abandonment rates for 3 and 6 second pre-rolls is "tolerable" but abandonment for 15 second postrolls is very high
- > -
- >
- > Post rolls continue to be a controversial ad unit - only 21% of watchers get to the ends of videos in trial
- > 2.
- >
- > Development started on animated overlay units
- > -
- >
- > GAM template completed by Chao
- > -
- >
- > Yu Pan to begin YT development work
- > 3.
- >
- > NBA, Warner interested in participating in initial tests
- > 4.
- >
- > OKRs and launch goals coming soon
- >
- >

20-0008

- > Matthew Liu
- >
- > Promote Your Video
- >
- > Search PVA
- >
- > 1.
- >
- > Final engineering tweaks scheduled for push on 5/30
- >
- > UI changes on YT side (re-sizing)
- >
- > GAM front end
- >
- > End goal is to have PVA serving off of GAM tag on /test\_ad by EOD Wednesday and 'Travel & Places' template updated by Friday
- > 2.
- >
- > Technical test - tentatively scheduled for 6/1
- >
- > Travelzoo PVA to appear in 'Travel & Places'
- > 3.
- >
- > Business test - tentatively scheduled for 6/18
- >
- > Saab, Paramount, Sony Pictures, Universal Interested
- >
- > Also talking to Panasonic
- >
- > Will reach out to content partners this week
- > 4.
- >
- > GAM team has YT's feature requests and is prioritizing to meet 7/1 must haves
- >
- >
- > PYV Reservation
- >
- > 1.
- >
- > Tabled until auction work progresses
- >
- >
- > PYV Auction
- >
- > 1.
- >
- > Will test 2-3 models
- >
- >
- > Presentation through enhanced UI (eBay style highlights,

- > coloring)
- > -
- > Previously discussed auction trial for search (will need to resolve manual support issues) but will move to CPC model
- > -
- > User reservations for dedicated placements ("I want to see my video at X at Y time for \$Z")
- >
- > For more information - \*
- > [https://writely.corp.google.com/Doc?id=chkdw2tv\\_1c68lzx](https://writely.corp.google.com/Doc?id=chkdw2tv_1c68lzx) \*
- >
- >
- > \*Product Marketing (Ad Strategy)\*
- >
- > \*Jamie Byrne - jbyrne@youtube.com \*
- >
- >
- > \*Items for Escalation\*
- >
- > -
- >
- > Ad Strategy team reqs need to be approved by HR so we can begin official recruiting
- >
- > \*Key Projects This Week\*
- >
- > -
- >
- > MyVideoBattles.com starts June 1, this is \$2.5MM ad supported lip-sync program developed by Cingular/AT&T.
- > -
- >
- > Preparing Sketchies shift from submission to voting phase; creating mechanisms to communicate expert panel judging and identification of 2= finalists
- > -
- >
- > Preparing sales materials for Search PVA roll-out; vertical team training to occur mid-June after NASO sales conference
- > -
- >
- > Identifying a means to monetize the YouTube Debate on CNN to cover production costs
- >
- >
- > \*International Ad Sales\*
- >
- > -
- >
- > Coordination meetings set with APLA and EMEA special projects and marketing leads
- >
- > \*Notable Accomplishments/Decisions Made\*
- >

20 -0010

- > -
- > Released new Ranking List Contest platform to enable scalable turn-key contest management
- > -
- > Completed user messaging for refunds/credits on DTO for Google Video
- > -
- > Sketchles launched - YouTubes Comedy Sketch program sponsored by Sierra Mist - over 2000 video submissions thus far, and 980K views of =ha launch video
- > -
- > Coordination meeting wth Google Entertainment vertical to begin preparing ad products roll-out to Entertainment pods
- > -
- > For more information - \*  
> [https://writely.corp.google.com/Doc?id=chkdw2tv\\_257pcrw](https://writely.corp.google.com/Doc?id=chkdw2tv_257pcrw) \*
- >
- > -
- > \*Partners\*
- > \*Richard Kuo – rkuo@google.com \*
- >
- > -
- > \*Items for Escalation\*
- > -
- > None
- > -
- > \*Notable Accomplishments/Decisions Made\*
- > -
- > Additional GV DTO termination letters sent out.
- > -
- > Specifications for distribution flags out for review.
- > -
- > Improvements to partner web reporting are being reconciled with existing sales reports.
- > -
- > Knowledge transfer from dparker continues to existing engineers.
- >
- > For more information - \*[http://wiki.corp.google.com/twiki/bin/view/Main/T\\_Partners](http://wiki.corp.google.com/twiki/bin/view/Main/T_Partners)
- > \*
- > -
- > \*Editorial Community\*
- >
- > \*Mia Quagliarello – mquagliarello@youtube.com \*
- >

20-0011

- > > \*Items for Escalation:
  - >
  - > -
  - > Slow hiring for international - quality of 'off the street'
    - > candidates for EMEA (need more internal referrals), Brazil: legal
    - > complications now cleared but need Google temp recruiter in NY to coordinate with Sao Paulo; Japan: process now settled but needs to begin
  - > -
  - > > We need a brand manager, but in the interim we need some kind of 'brand guidelines' so that we are on the same page internally and can share with our overseas colleagues who are now getting their hands wet with =T.
    - > Ches and I will jot down our thoughts and then to set up a meeting to get feedback from others
  - > -
  - > > \*Decisions Made/Progress on Projects:
    - >
    - > -
    - > Film & Animation (Sara Pollack)
      - > -
      - > Confirmed producer Ted Hope for 24-hour Guest Editor on HP
        -
      - > -
      - > Working on Four Eyed Monsters full-length feature for 6/8
        - > (planning accompanying interview of YouTubers who helped get the film into theaters)
      - > -
      - > Music (Michele Flannery)
        - > -
        - > working on user-question interview of Smashing Pumpkins during visit to Fillmore
          -
        - > -
        - > introduced to community in YT blog
          -
        - > -
        - > News & Politics (Steve Grove)
          - > -
          - > timeline and framework for CNN/YT debates: details of the debate announced publicly on June 6, at which point the question submission will begin, running through July 4th
            -
          - > -
          - > launched Huckabee spotlight: 61k views, 13 video responses
            -
          - > -
          - > Hillary Clinton's week in the Spotlight broke Mitt Romney's record for number of views
            -
          - > -

20 -0012

- > met with journalism professors and experts from USC and NYU to discuss outreach efforts for citizen journalism on YouTube
- >
- >
- > People & Blogs (Joe Smith)
- >
- >
- > vloggers on the rise: bizzyberme - "girl next door", AngelaSWilliams - another greenteagirlie? joined a few days ago, seem to hit 1k subscriber
- >
- >
- > launching channel devoted to the good that people are doing on YT - tentatively titled PosiTUBEity
- >
- >
- > Community (Michelle Schlachta, Damien Estreich)
- >
- >
- > Community Manager - first week on the job, getting settled and training
- >
- >
- > Community Advocate title changed to Community Specialist in a subtle attempt to let community know that Damien can't do everything for everyone
- >
- >
- > NY user gathering back on: "Washington Square Park" on 7.7.07. We should support by sending some swag.
- >
- >
- > Synched up on messaging re: partner program and managing expectations for the many who want to join (reinforcing that it's in the pilot phase now)
- >
- >
- > International
- >
- >
- > started on interviews for EMEA Managing Ed. + Country Eds. Two good candidates for ME. Concerned about Country Ed.
- >
- >
- > set up training for interim editors for Dublin (6/6) and London (6/7); Japan & Brazil interim editor training in MTV 6/11 and/or 6/12.
- >
- >
- > set up mailing lists (youtubevideos\_.jp, \_.fr, etc) of volunteer groups of Googlers with language skills to serve as advisors and video sources/sharers for each mkt
- >
- >
- > asking at least 1 user per launch market to create 'welcome' video for local PVA slot for launch date; shortlist of people to contact includes geriatric1927 for UK
- >

20 -0013

>  
> will set up small-scale Internal London user panel if there's  
> time for 6/8  
>  
>  
> Other  
>  
>  
> Team outreach to more users for Guest Editor program (users we  
> are working with include lorcanfinnegan, montagraph, ravenlaughs)  
>  
>  
> Team dinner 5/24 - good bonding, many laughs  
>  
>  
> For more information - \*[https://writely.corp.google.com/View?docId=cct=9kdz\\_1gp7w8q](https://writely.corp.google.com/View?docId=cct=9kdz_1gp7w8q)  
> \*  
>  
>  
>  
>  
>  
> \_\_\_\_\_  
> Youtube-fulltime mailing list  
[REDACTED]  
> <https://mailman.corp.google.com/mailman/listinfo/youtube-fulltime>  
>  
>  
>  
>  
> --  
> Philip Ingelbrecht  
> Strategic Partner Development  
> Google Inc  
[REDACTED]  
[REDACTED]

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